

Message Text

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ACTION EA-10

INFO OCT-01 EB-07 ISO-00 RSC-01 PA-02 PRS-01 USIA-15 /037 W

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R 060905Z JAN 75

FM AMCONSUL HONG KONG

TO AMEMBASSY BANGKOK

AMEMBASSY JAKARTA

AMEMBASSY KUALA LUMPUR

AMEMBASSY MANILA

AMEMBASSY SAIGON

AMEMBASSY SINGAPORE

AMEMBASSY TAIPEI

INFO SECSTATE WASHDC 3385

USDOC WASHDC

UNCLAS HONG KONG 0139

E.O 11652: N/A

TAGS: BEXP, HK

SUBJECT: COMMERCIAL NEWSLETTER PROGRAM

REF: KUALA LUMPUR A-118; BANGKOK 15549; SAIGON 13920; MANILA 14735.

SUMMARY:

STUDY OF FEASIBILITY OF PRINTING REGIONAL COMMERCIAL NEWSLETTER IN HONG KONG INDICATES PER COPY COST VARYING BETWEEN US\$.21 AND .30, INCLUDING SHIPPING, FOR 36 PAGES. ACTION ADDRESSEES INVITED TO COMMENT. END SUMMARY.

1. POST INVESTIGATED SUBJECT PROGRAM TO EXAMINE POTENTIAL FOR REDUCING CURRENT COSTS. OUR CURRENT MONTHLY COST INCLUDING PRINTING AND PAPER FOR 2,000 COPIES OF 36 PAGE (INCLUDING COVERS) BI-LINGUAL NEWSLETTER IS US\$568. COST FOR 10,000 NEWSLETTERS, ACCORDING TO OUR PRINTER, WOULD BE ABOUT US\$1900. THERE WOULD BE A MATERIALS AND SET UP COST OF ABOUT US\$50 FOR EACH ADDITIONAL LANGUAGE, PROVIDED CAMERA READY COPY PROVIDED. ASSUMING WE WOULD NEED THREE ADDITIONAL LANGUAGE VERSIONS IN ADDITION TO CHINESE, (MALAY, THAI AND VIETNAMESE), TOTAL COST FOR PRINTING WOULD BE US\$2,050 PER MONTH. TO THIS MUST BE UNCLASSIFIED

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ADDED AIRFREIGHT COSTS WHICH WOULD VARY ACCORDING TO DISTANCE

OF THE RECIPIENT POST FROM HONG KONG AND THE NUMBER OF COPIES SHIPPED.

2. AIRFREIGHT FOR BOOKS AND PERIODICALS TO AREA POSTS COSTS AS FOLLOWS:

BANGKOK	HK\$2.99	PER KILOGRAM
JAKARTA	5.72	" "
KUALA LUMPUR	4.03	" "
MANILA	2.17	" "
SAIGON	3.23	" "
SINGAPORE	4.03	" "
TAIPEI	2.48	" "

3. THERE ARE ABOUT 13.6 NEWSLETTERS, INCLUDING LIGHT WRAPPING AND STRAPPING, PER KILOGRAM. THE RATE OF EXCHANGE AT THE MOMENT IS APPROXIMATELY US\$1.00 EQUALS HK\$4.85. COST PER NEWSLETTER WOULD BREAK DOWN AS FOLLOWS:

POST	PRINTING & PAPER	SHIPPING	TOTAL
HONGKONG	US\$.21	US\$.00	US\$.21
BANGKOK	.21	.05	.26
JAKARTA	.21	.09	.30
KUALA LUMPUR	.21	.06	.27
MANILA	.21	.03	.24
SAIGON	.21	.05	.26
SINGAPORE	.21	.06	.27
TAIPEI	.21	.04	.25

4. WHETHER OR NOT COST IS REASONABLE DEPENDS ON PRESENT EXPERIENCE OF EACH POST. WE WOULD SAVE ABOUT SEVEN AND A HALF CENTS PER COPY FROM OUR PRESENT PRINTING COSTS. ON THE OTHER HAND, BANGKOK WOULD HAVE TO SPEND CONSIDERABLY MORE THAN AT PRESENT, THOUGH FOR A CONSIDERABLY LARGER PRODUCT. SAIGON'S LIMITED MEANS (US\$200) WOULD PROBABLY PREVENT THEM FROM PARTICIPATING.

5. ACTION REQUESTED - ACTION ADDRESSEES ARE INVITED TO COMMENT ON ACCEPTABILITY OF ESTIMATED COSTS AND PREFERRED FORMAT AND FREQUENCY OF REGIONAL NEWSLETTER.
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